

Press release

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## Christmasworld 2022: Exhibitors can now apply for Special Interest Sustainability

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**The topic of sustainability is also becoming increasingly prevalent in festive decorations. With the introduction of the Special Interest Sustainability, Christmasworld 2022 will focus even more specifically on sustainability-oriented exhibitors and their products so that interested trade buyers can find the relevant suppliers more quickly. Exhibitors can still apply until 26 November 2021. For the first time, an independent jury of international experts will decide who is accepted.**



Whether ribbons made of organic cotton or Christmas tree stands made of recycled plastic waste - festive decorations are becoming more sustainable and will in future be marked at Christmasworld with the Special Interest Sustainability. Photo: Messe Frankfurt/Pietro Sutera.

Already at the last Christmasworld, festive decorations became noticeably more sustainable. The range included ribbons made from organic cotton, vegan candles, Christmas tree stands made from recycled plastic waste and spectacular light decorations for city centres made from biodegradable sugar cane. "Especially after the pandemic experience, the topic of sustainability is omnipresent. Customers attach greater importance to durable products and festive decorations produced in an environmentally friendly manner. Thus, the time is ripe to highlight these products more prominently via a curated selection and to further advance this forward-looking topic. In 2022, we will identify them for the first time with the Special Interest Sustainability", says Eva Olbrich, Director of Christmasworld, Messe Frankfurt Exhibition GmbH. "Exhibitors should seize this opportunity for themselves and apply now".

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The sustainability marking on the award-winning stands draws attention specifically to suppliers who are doing remarkable things in the field of sustainability. All sustainability-oriented exhibitors are also marked with sustainability online so that trade buyers can easily filter their search for this offer and quickly find the relevant business partners.

### **New: curated selection for festive decorations**

Which companies and products are included is up to an independent jury of international experts. This jury is made up of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de).

The jury of experts will examine the applicants and clearly structure the products in six sustainability categories. Each exhibitor can fulfil one or more of these requirements with their products and thus also fit into more than one of these categories. These include environmentally friendly material, resource-saving production, fair & social production, re/upcycling design, handicraft and sustainable innovation.

### **The deadline for application is 26 November 2021.**

As usual, Christmasworld will be held together with the international consumer-goods fairs Paperworld and Creativeworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

### **Information for journalists:**

For further information, please visit: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

### **Press information and photographic material:**

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

### **Links to websites:**

[www.facebook.com/christmasworld/](http://www.facebook.com/christmasworld/)

[www.instagram.com/christmasworld.frankfurt/](http://www.instagram.com/christmasworld.frankfurt/)

[www.linkedin.com/company/christmasworldfrankfurt](http://www.linkedin.com/company/christmasworldfrankfurt)

<https://twitter.com/ChristmasworldF>

### **Christmasworld: Seasonal Decoration at its best**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

Christmasworld - Seasonal Decoration at its best

Internationale Frankfurter Messe für saisonale Dekoration und Festschmuck Frankfurt am Main, 28.1.-1.2.2022

### **The Nextrade digital marketplace**

The Nextrade digital order and data management system for suppliers and retailers in the consumer goods sector extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year: [www.nextrade.market](http://www.nextrade.market)

### **Conzoom Solutions - the platform for the trade**

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and compiles information for the trade in a bundled form.

[www.conzoom.solutions](http://www.conzoom.solutions)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

[www.messefrankfurt.com](http://www.messefrankfurt.com)

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